



STRATEGIC GOAL

Create a nationally competitive convention center district

Meetings and conventions are vital in bolstering Minneapolis' economy as it accounts for a sizable portion of its annual visitors. Advocating for significant investment in the convention center through a planned modernization project and the addition of hotels with at least 500 rooms concentrated within two blocks of the convention center will significantly enhance the city's appeal as a premier destination for conventions and large-scale events and will undoubtedly drive substantial economic growth.

Amidst a fierce competition for meetings and conventions, cities across the nation are investing billions to upgrade their facilities, hotels, and entertainment districts. Supporting the modernization of the building through an expansion of ballroom space, creating a safe and welcoming arrival space, and providing better connections to the city is crucial for Minneapolis to remain a competitive player in the rapidly evolving landscape of the meetings and conventions industry.

The presence of a lively, integrated convention center district has become the new standard, arguably as crucial as the size of a ballroom or exhibition space. These districts, featuring dining, retail, entertainment, and green spaces, function as extensions of the community. This is particularly relevant for destinations facing connectivity and walkability issues.

An established convention center district means conventioners aren't relegated to coach buses in search of experiences but steps away from it all.

The goal is to incentivize attendees to explore the city during and after their meetings, thereby increasing foot traffic and supporting local businesses. Additionally, a vibrant convention center district, buzzing with locals and visitors, is a key selling point for meeting planners when selecting destinations for their events.

By developing a nationally competitive convention center district, Minneapolis can solidify its reputation as a premier destination for major events, fostering long-term economic growth and elevating its status on the national stage.





INITIATIVES

Create a nationally competitive convention center district

Convention Center Development

- a. Support the convention center modernization plan and advocate for public private partnerships in creating a more vibrant convention center district/campus
- b. Create a convention center district by activating streets and businesses in the surrounding area through dining, retail, entertainment, greenspace and services for convention attendees and community members
- c. Add additional hotel rooms within a 6-block radius of the convention center

